FTII
INSTITUTE OF EXCELLENCE

Or

Digital Media University

Institute of Excellence

- With means to reach out to audiences shifted from celluloid to digital and the vast understanding of moving image media, today FTII is talking about elevating it's status to an Institute of Excellence or to a Media University

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Following ways of Higher Education it is proposed to switch from teacher centric approach at FTII today to students centric educational approach.

Here, under the guidance of an Academic Advisor, a student will have flexibility to steer his/her carrier. Academic advisor will follow the performance of a student and guide him/her all through his studies.

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- **Credit based courses** in following areas can be structured under different schools with FTII as an umbrella University:
  01. Screen Writing
  02. Directing Fiction
  03. Directing Non- Fiction
  04. Screen Studies / Cinema Studies / Critical Studies
  05. Cinematography
  06. Editing
  07. Acting for Films, Television, Radio

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08. Sound Recording & Sound Design
09. Music Composing
10. Media Management & Research (MBA)
11. Art Direction
12. Animation
13. Broadcast Journalism
14. Directing – Multi Camera
15. Advertising
16. Audio Program Production

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17. Special Visual Effects and Stunts
18. Make-up and Hair Styling
19. Costume Design
20. Training of Trainers in Media
21. Voicing and Dubbing
22. Media Technology
23. Developing Multi-Media
24. Internet Media
25. Video Games

FTII
School for Media Management & Communication

FTII
School for Performing Arts

Acting Dance; Music; Martial Art; Voice Training, Costume Design; Make-up

FTII
Writers Academy

Writing for: Cinema, Television, Radio, Theater, Ads, Multi Media, Inetrnet; Print

FTII
School for Advertising Design

FTII
School for Cinema, Television and Audio

FTII
School for Visual Design

Art Direction/ Production Design; Animation; Special Visual Effects; Gaming

FTII
School for Media Technology

Cinema, Television; Audio; Internet

FTII
The HUB **Center for Continuing Learning**

Short Courses; Workshops; Seminars; Refresher Programs; Training of Trainer; Technology; Art Appreciation; Popular Culture; Cutural Anthropology; Allied Subjects: Language studies; Computer Literacy etc.

FTII
Media Publication Wing

Publication of Text Books, Journals and Magazines on media. Posters, Handouts, News Letter, DVD, Material for Internet etc.

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- The way forward

Restructure existing courses for credit based system to offer electives from different disciplines

(establish group to work out details so that new structure can be offered to students of 2016)

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New Courses for year 2017 admission

(2) Work out to introduce

(1) Media Business Management & Administration (MBMA),

(b) Music Composing, and

(c) Full fledged Screen writing School (Film, Television, Audio)

(establish groups to workout details within 6 month and present it to AC, GC)

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The way forward is to write curriculum of each area of specialization in modular or paper form with defined credits. This will be a detailed plan of activities that address different aspects of syllabus. To get a Masters Degree/ PG Diploma, a student may have to earn, for example, 42 credits.

- 42 credits - minimum 24 from the area of specialization, balance from any discipline/s. (To be worked out)
- To register for a paper, meeting the pre-requisites for that paper is essential.

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- Each area of specialization will have a number of modules / units or papers. Credits assigned to each paper/ unit will depend upon the number of teacher-guided hours a student is expected to spend for that paper / unit
- Some papers will be compulsory for all and some will be compulsory for respective specialization

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- Number of papers a student can register in a semester will depend upon credits of each paper.
- Credits will depend upon the total of hours a student has to spend in the class, for assignments, practical, reading etc.
- Some papers will run through out the semester, some may run only for a week. Some will offer a high number of credits, some less.

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For example: In Screen Writing course one could have the following papers (tentative list)

1. Paradigm of Screenplay & Dramaturgy-I 3 credit/hrs.
2. Screenwriting Software 1 credit/hr.
3. Writing 10-mts. Script 2 credit/hr.
4. Dramaturgy- II 3 credit/hrs.
5 . Writing 20-mts. Script 2 credit/hr.

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6. Writing Non-fiction – Documentary, corporate film, ad, voice over script 3 credit/hr.
9. Writing 10-mts. Non-fiction Film 2 credit/hr.
10 Adaptation 3 credit/hr.
11. Writing for Diploma project 5 credit/hr.

While writing further details, credit points for each paper and assessment procedure will have to be defined. Students for other disciplines may take first three papers.

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Salient Features

- Eventually, All aspects of Film, Television, Audio and Internet Media will be taught under one roof, offering full flexibility to a student to choose what he/she wants to study.
- A student may graduate without specializing in any one discipline if he / she so desires.

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Salient Features

- **In future, Management students will assume ownership as executive producers** for all students' projects and get them ready within schedule and budget. Along with the creative team, they will negotiate with the channel partners to market the students' concepts and projects.

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Salient Features

- **To make Full utilization of physical assets**, it is proposed that campus will be active, Five days a week, from 7 am to 10 pm.

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Salient Features

Earn while learn:

2nd and 3rd Year students can be appointed to assist in practical and in administration of technical areas and Library

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- Educational Background of Students

  Ideally, Graduates-Degree/Diploma.

  However, it is suggested, that even the students without Degree/Diploma may be admitted if they have a background of art, literature, theatre, music, dance and working experience in Cinema/ Television/ Radio Industry.

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- As an institute of excellence, FTII should have student exchange program. For example - if someone wants to study principles of visual design - he/she may be sent to NID or IIT for a semester. Similarly if a student of acting or direction or cinematography or sound wants to learn the art and craft of stage, he/she may be sent to NSD. Same way, students for other institutions can come to FTII for some specific inputs.

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- As an Institute of excellence, FTII should allow students from other universities to take up courses that will get them credit points in their own studies.
- FTII should also extend all possible guidance and support to students doing their PhD in Film and Television related subjects.

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- As an Institute of Excellence, in times to come, FTII should develop its own PhD programs

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- To be an Institute of Excellence FTII needs to have a regular feedback and assessment system. Students performance should be assessed on weekly/monthly basis. Feedback to students will help them improve their performance.
- Similarly, at the end of a term/ semester students should give assessment of teachers for their communication skills and guidance. This will assist teachers to modify their approach to a subject.

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- Assessment and evaluation system should not be limited to students and teachers, it should extend to the administrative and support staff.
- Criteria defined by National Assessment System for Excellence in Higher Education should be incorporated at FTII.

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- As an Institute of excellence, FTII must have its own publication - online and hard copy. This publication should publish, on regular basis, short stories and scripts written by students. With this, the issue of copy right can be addressed.
- Besides this it is time India should publish text books on subjects related to digital media – Film, TV, Radio, Internet, Management etc. - with examples from our own experiences

Institute of Excellence

- To remain on the top, FTII should have a structured program to develop its faculty. There should be teachers training programs, programs on leadership development, creativity development, management as well as teachers exchange programs with the Media schools. To remain in touch with production activities faculty should be encouraged to make films and present papers in academic seminars.

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- As an Institute of Excellence, FTII should contribute to community development by offering weekend learning to community members in film, television and Audio programming.
- Media content is inspired from community. There should be constant involvement of teachers and students with the city community – it's developmental and cultural activities.

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- As an Institute of Excellence, FTII should have special programs to teach school teachers the fundamentals of Film, TV, Audio production and appreciation. These teachers will then educate their own students. This way, in future, FTII will get a new breed of students who think differently and, so, will offer new challenges to FTII faculty and administration.

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- **Moving forward**:

  Keeping with pace with the world, FTII should also think of initiating **On Line courses.**

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- **Moving forward**:
- GC /Govt to re-define or re-visit the objectives of FTII
- Sub committee to develop curricula and resources required and suggest teachers' development programs.
- Sub committee to look into fee structure for different course/ modules
- Sub-committee to recommend the by-laws for the conduct of students, service by-laws for teachers and administrative staff